The LOG & TIMBER HOME SHOW
Since 1995
WEST SPRINGFIELD

Greetings Exhibitors!

We are excited to be hosting The Log & Timber Home Show in West Springfield, Massachusetts! As you prepare to exhibit at the show, please carefully review the information provided in this Exhibitor Service Kit to help you make your participation as smooth and successful as possible. In addition, we'd like to highlight the following important items:

- **NOW REQUIRED!! MASSACHUSETTS TAX ID# INFORMATION** - The state of Massachusetts now requires that all vendors selling or displaying tangible products for sale on the show floor shall register for, and hold a valid MA Tax ID number! For more detailed information, see our website, or log on to www.mass.gov/DOR then click on the For Businesses tab. Next, click the *Webfile for Businesses* text link, followed by the Register Now button at the top left. The website will walk you through the process, or, if you have further questions, call the MA Department of Revenue at (617) 887-6367.
- **MOVE-IN & MOVE-OUT -** Please refer to the Show Information guidelines in this service kit or the information on the show website for detailed move-in dates and times, show days and hours and move-out out information.
- **EXHIBITOR PARKING -** Exhibitors will be responsible for their own parking costs at The Eastern States Exposition. The cost is $5 per car per day and includes in and out privileges. Please speak to Show Management onsite regarding the use of lots for truck and trailer parking.
- **FACILITY/BUILDING NOTES** – The ceiling height at the Eastern States Exposition is 15'. There are four (4) 12'x12' drive-in access doors, and one (1) that is 12'x14'. Please see the floor plan for additional information regarding electrical information and building columns.

We are committed to doing everything possible to ensure that you have a successful show. If there is anything we can do to be of further assistance to you, please do not hesitate to contact your Salesperson or one of our Show Operations team members:

Eric Johnson
Operations Manager
518.618.1195
ejohnson@homebuyerpubs.com

Tammy Clark
Events Manager
800.826.3893 x2264
tclark@homebuyerpubs.com

Dana Hartung
Events Coordinator
800.826.3893 x2293
dhartung@homebuyerpubs.com

Thank you for your participation and support! We look forward to seeing you in West Springfield!

Cordially,

The Log & Timber Home Show Event Operations Team

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SHOW INFORMATION

Show Dates/Hours* *show hours are subject to change	Friday, November 4th Saturday, November 5th Sunday, November 6th	11am to 6pm 10am to 6pm 10am to 4pm
Show Management	Eric Johnson, Operations Manager Tammy Clark, Events Manager Dana Hartung, Events Coordinator	(518) 618-1195 (800) 826-3893, ext. 2264 (800) 826-3893, ext. 2293
Show Venue	Eastern States Exposition The Young Building 1305 Memorial Avenue (Rte. 147) West Springfield, MA 01089	Phone: (413) 737-2443 Info Line: (413) 205-5115 www.thebige.com
Decorator	SER Exposition Services 35 B New Street Worcester, MA 01605	Phone: (508) 757-3397 Fax: (508) 757-9136 www.serexpo.com **Advance Pricing Deadline: Oct. 26, 2011**
Host Hotels	Sheraton Springfield Monarch Place One Monarch Place Springfield, MA 01144 Phone: (413) 781-1010 Reservations: (800) 426-9004	**Rate(s)**: $109 Single/Double **Cut-Off Date: October 4, 2011** **Parking:** $5/day; $12.95/night for overnight guests
Exhibitor Move-in	**Structures & Booths 20'x20' or larger** **All other booths**	**Wednesday 10am to 6pm *** **Thursday 8am to 8pm** ***please note change to move-in time***

For purposes of safety and liability, driving onto the show floor during the move-in process is limited. **ALL** vehicles must be off of the show floor by 4pm on both move-in days. We will do our best to assist you, but cannot guarantee that you will be able to drive directly up to your booth. We recommend that you bring a handcart /dolly for unloading your vehicle or trailer from the dock area, if necessary.

At 4pm on Thursday, all vehicles, trailers, exhibit materials, crates, and dollies must be removed from the aisles. Exhibit materials may only be hand-carried to your booth after this time.

Exhibitor Move-out	All booths	Sunday 4pm to 12midnight Monday 8am to 12noon

Teardown of exhibits may **NOT** begin until after the show closes at 4pm on Sunday. Drive-in doors will be opened when Show Management and the decorator deem it appropriate. Any material remaining after 12noon on Monday will be removed and shipped at the exhibitor's expense, per decorator guidelines. Move-out is targeted by Show Management.

Directions to the Eastern States Exposition

From Connecticut & points south: Take I-91 North from Rte. 2, I-84, I-95 or the Merritt Parkway -- Follow I-91 North to **Mass. Exit 6** (Springfield Center). Follow East Columbus Avenue to Boland Way (Springfield Sheraton). Take a left at the light, continue over the Memorial Bridge and follow Rte. 147 West, Memorial Avenue approximately 3/4 mi. to ESE's Gate 9 parking lot.

Alternate routes from Connecticut & points south: Take I-91 North to **Conn. Exit 38** (Poquonock) to Rte. 75 North to Rte. 147 East. Continue approximately 1/2 mile to ESE's Gate 9 parking lot.; OR take I-91 North to **Conn. Exit 40** (Bradley Int'l. Airport) to Rte. 20 West to Rte. 75 North to Rte. 147 East. Continue approximately 1/2 mile to ESE's Gate 9 parking lot; OR take I-91 North to **Conn. Exit 42** to Rte. 159 North to Rte. 147 East. Continue approximately 1/2 mile to ESE's Gate 9 parking lot; OR take I-91 North to **Conn. Exit 47** West to Rte. 190 West to Rte. 159 North to Rte. 147 East. Continue approximately 1/2 mile to ESE's Gate 9 parking lot.

From Southwestern Connecticut: Take Rte. 10/202 North to Southwick, Mass., turning right onto Rte. 57 East (4.7 mi.) to center of Feeding Hills. Continue straight on Springfield Street to Rte. 147 East, about 2 1/2 mi. to ESE grounds. Continue ½ mi. to ESE's Gate 9 parking lot.

From Boston & points east: Take the Massachusetts Pike (I-90)West to **Exit 4**, to Rte. 5 South to Rte. 147 West. Continue approximately 3/4 mi. to ESE's Gate 9 parking lot.

From the Berkshires & points west: Take the Massachusetts Turnpike East to **Exit 4**, to Rte. 5 South, to Rte. 147 West. Continue approximately 3/4 mi. to ESE's Gate 9 parking lot.

From Vermont & points north: Take I-91 South to **Mass. Exit 13B**, to Rte. 5 South, to Rte. 147 West. Continue approximately 3/4 mi. to ESE's Gate 9 public parking lot.

From New York City: From New York City, take I-95 North to New Haven, Conn., travel North on I-91 and follow above directions from Connecticut and Points South. Or, follow Merritt Parkway or I-84 to I-91 North.

Show Colors

Burgundy drape; No aisle carpet

Show Sponsors

Log Home Living, *Country's Best Cabins*, and *Timber Home Living* magazines
Home Buyer Publications (800) 826-3893 Toll Free
4125 Lafayette Center Dr, Suite 100 (703) 222-3209 Fax
Chantilly, VA 20151 www.LogHome.com/Shows

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SHOW RULES & REGULATIONS

The following show rules and regulations are supplemental to and are incorporated by reference in the **Exhibit Space Reservation and Contract** between Log Home Living Institute (HBP), and your company as exhibitor, and govern the use of the exhibit space contracted for as if they had been fully set forth in the Exhibit Space Reservation and Contract.

In reading these rules and regulations, "we" and "us" refers to Home Buyer Publications, Inc., (HBP) and authorities of the show facility (Convention Center), and Federal governments as appropriate. "You" means your company and its authorized representatives and personnel. Where a specific entity or governmental body is required, we will identify them by name.

Responsibility
It is your responsibility to be fully familiar with these show rules and regulations and to see that each member of your company attending the show is also familiar with these regulations. We recommend that you distribute copies to all those who will be present for the show.

Contract for Space
Our acceptance of your order for a booth, assignment of exhibit space to you, and the full payment of rental charges, requires that you complete a contract for rental of space assigned, or our *Exhibit Space Reservation and Contract*. If you fail to occupy your exhibit space you still have the obligation of paying the full rental price. Space may be denied at any point for supplying false information.

Payment for Space
Full payment for the contracted booth space must be received prior to the setup of your exhibit booth. Pre-Payment of all shows is REQUIRED per your contract. We reserve the right to cancel your booth space reservation if the full amount of the booth space has not been received 30 days prior to the show.

Please send all booth payments to 4125 Lafayette Center Drive, Suite 100, Chantilly, Virginia 20151. Please include the show name and location, as well as company name, booth number and order number with all payments. Checks should be made out to LHLI.

Exhibitor Cancellation
In the event an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must do so in writing and will be obligated to pay HBP fees based on the following schedule:

If Canceled:	Exhibit Space Rental Due:
Prior to 60 days	10%
60-30 days out	50%
30 days out	100%

Assignment of Exhibit Space
We reserve the right to make final space reassignments after your application is accepted should it be necessary in the best interest of the show, as determined solely by us. No space will be assigned without payment (non-refundable deposit). You have the right to a full refund if our reassignment is not acceptable to you.

Occupancy of Space Deadline
All exhibits must be completed and ready for inspection by show management and the fire marshal by 10:00am on Friday. At this time, any display violations will be noted and reported to the exhibitor. Failure to correct any violations by the time the show opens to the public at 11:00am will result in a fine.

Show Management reserves the right to rent or fill any exhibit space that has not been occupied by 10:00am on Friday, or at any time thereafter.

Exhibit Installation
Exhibit Installation hours are typically as follows:
Wednesday – Structures, 20' x20' or larger booths only, 10:00am - 6:00pm (unless approved in advance by Show Management)
Thursday – All other exhibits, 8:00am - 8:00pm
Vehicles must be removed from the facility by 4:00pm on both days; All vehicles, exhibit materials, crates, and dollies must be removed from all aisles by 4:00pm on Thursday. Exhibit materials may only be hand carried to booth after 3:00pm.

Driving on the Floor
Vehicles should off-load at loading docks when possible. Vehicles permitted to drive on floor must be attended at all times and removed immediately after unloading. No vehicles are permitted on any hall carpet; there is a $500 fine for driving on any part of the carpet.

Vehicles must be removed from the facility by 4:00pm on both move-in days.

Final closing time is 4:00pm on Sunday. No dismantling or packing may begin prior to closing time. There is a $100 fine for tearing down early. Following are the designated dismantling times: 4:00pm to 12 midnight, Sunday. Some shows will allow for additional move-out hours on Monday, 8am to 12 noon. Check with Show Management onsite to confirm move-out times.

Exhibitor Badges
Exhibitor badges for the show will be available on-site for you and your employees. Forms for badges are included in this service manual. All persons working in your booth will, in effect, be your employees during the length of the show and you are fully responsible for any liability that may occur.

Liability and Insurance
All exhibitors must fax or mail in advance, a current Certificate of Liability Insurance of no less than $1M. This proof must also be in your booth during all phases (including move-in and move-out) of the show.

You must obtain insurance coverage for all your exhibit merchandise at site and in transit inclusive of business interruption insurance, if applicable. We will not be held responsible for any loss or damage, however incurred. You must carry your own fire insurance and public liability insurance of not less than one million dollars. *(If you do not already hold appropriate liability coverage we suggest contacting K&K Insurance at: www.KandKinsurance.com. You will need to complete the Concessionaries, Exhibitors & Vendors Enrollment form).*

Neither HBP nor the Convention Center, shall be liable to exhibitor, its agents, employees, contractors, patrons, guests, licensees or to any other person whomsoever for any injury or damage to person or property caused by or arising out of any act, omission or neglect of exhibitor, its agents, contractors, employees, patrons, guests, licensees, invitees or any person entering the Convention Center, under express or implied invitation by exhibitor, or for any damage to the person or property of third parties arising out or user of either the licensed booth space or the building area in which such booth is located; and exhibitor hereby agrees to indemnify and hold HBP and/or the Convention Center and their agents, servants and employees free and harmless from and against any loss, including reasonable counsel fees, arising out of any liability incurred in accordance with the foregoing. The exhibitor assumes the entire responsibility and liability for losses, damages and claims deriving out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Convention Center and shall indemnify and hold harmless the Convention Center, HBP and their agents, servants and employees from any such losses, damages and claims inclusive of reasonable counsel fees. Exhibitor acknowledges that neither the Convention Center nor HBP maintains insurance covering such losses by the exhibitor.

Exhibitor will be liable for any damage caused to floors (including carpeting), walls or columns, or to standard booth equipment or to other exhibitors' property. No signs or other articles are to be fastened to walls or fixtures or electrical equipment. Use of thumbtacks, screws, bolts or any tool or material which may mark the floor or wall is prohibited. Exhibitors are also responsible to comply with all rules and regulations contained in the Exhibitor Service Manual**.**

Space Restrictions
Your exhibit must be confined to the exact space allocated. Circulars, brochures, publications, advertising matter and all kinds or promotional giveaways may be distributed only within your booth space. Nothing can be posted on, tacked, nailed, screwed in, taped or otherwise attached to columns, walls, ceilings, floors, electrical outlets or other parts of the building or furniture. Signs, rails, logs or roof over hangs, etc. will not be permitted to intrude into or over aisles or other booth space. You will be liable for any damage caused to floors (including carpeting), walls or columns, or standard booth equipment or to other exhibitor's property.

Character of Exhibits
Each exhibit shall be in keeping with the general nature of the show. HBP shall be entitled to limit or require change in any exhibit that interferes with other exhibitors or general movement, is either excessively noisy or carnival-like in presentation or does not conform to the regulations herein or to any agency having jurisdiction at the convention site. All exhibitor activities shall be conducted solely within licensed space, and use of all aisle space and other public areas of the show are reserved to HBP. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. Distribution by the exhibitor of circulars, catalogues or other advertising materials for firms that are not exhibitors is prohibited. Failure to adhere to these rules will result in a fine.

If the reverse side of your exhibit's back wall, side wall, riser or display is exposed to view, that part of your

display must be suitably draped so that no part of the display construction, electrical wiring, or the like, can be seen from the aisles or adjoining booths belonging to other exhibitors.

Height limitations and other restrictions pertaining to the design of exhibits and use in the booth of pedestals, tables, racks, shelves, risers and similar display equipment are described in detail under "Types of Exhibits" and "Special Provisions."

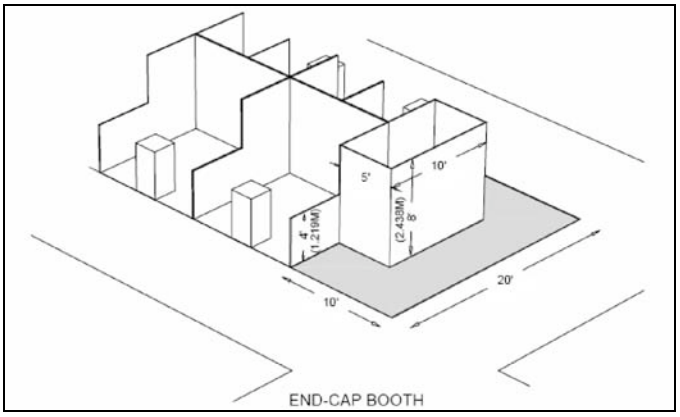
If your display is built beyond the limitations and restriction as set forth in this contract, we reserve the right to correct such display violations by having you alter, remove or rearrange any or all of the display so that it will comply with regulations. If you are not available to make those corrections, then you agree as part of this contract to give us authority to make any and all necessary corrections at your expense.

Load Limitations
Any piece of exhibit material weighing in excess of 2,000 pounds shall be accompanied by a certified weight-master's ticket stating accurately the total weight of such individual piece and its container, if any. Failure to provide the weight-master's certificate when requested may result in the facility's refusal to permit the shipment on its premises, elevators or lifts.

Types of Exhibits & Exhibit Restrictions
Booth Definition: The price per booth includes booth space that is 10′ wide and 10′ deep with an 8′ high-draped background and 3′ high-draped sidewalls. Pipe and drapery will be supplied automatically for in-line booths unless you request not to have it. Pipe and drapery will not be provided for island booths. 8′ high sidewalls may not extend further than 5′ from the back of the booth space. Note: If located on the show floor perimeter, an aisle booth may go to 10′ height. Requests for exceptions to these requirements ***must*** be submitted to the Events Manager no less than 45 days prior to the show.

Island Booth
An island booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height. Pipe and drapery will not be provided for island booths.

End-cap Booth
Booth dimensions are 10′ deep by 20′ wide. The maximum backwall height of 8′ is allowed only in the rear half of the booth space and within 5′ of the two side aisles (10′ long backwall) with a 4′ height restriction imposed on all materials in the space forward to the aisle. (See diagram)



END-CAP BOOTH

Peninsula/Split Island Booth
Booth dimensions are generally 20′ x 20′ or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4′ high within 5′ of each aisle. The center (10′ wide) of the backwall height is based on maximum allowable height.

When a Peninsula Booth shares a common backwall with another Peninsula Booth (**Split Island Booth)**, the entire cubic content may be used, up to the maximum allowable height, without any backwall line of sight restrictions.

Special Provisions
Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 48″ in height when positioned more than 5′ from the back wall of a single aisle booth.

Free standing units, including those intended to be the focal point in an exhibit, may not exceed 48″ in height when placed more than 5′ from the back wall of the booth unless the same company occupies 8′ of booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8′h x 32″w x 32″d.

Use of Exhibit Space
Where you plan to construct any part of your exhibit above the exhibit height limitation (25′ island, 8′ in-line), or any variance from these rules and regulations, you must obtain approval in writing from the Events Manager at least six weeks prior to the official opening of the exhibits. Submit a sketch of your proposed construction when requesting approval.

All signs including graphics, photographs and other advertising matter in connection with your booth space must be located within the boundaries of your assigned booth. No signs of any type are permitted outside of your assigned exhibit space (columns, walls, floors, ceilings) without approval in writing from show management. This restriction also applies to any device used to project a company name or logo on the ceilings

or walls of the Convention Center or otherwise beyond the permitted height or sides of the booth itself.

You must obtain written permission from Show Management if you plan continuous operation of any flashing light device, floodlight, laser light, LED or computerized digital sign which may impact on your neighboring exhibitors. Showing of projected pictures (motion pictures, slides, transparencies, opaque materials, etc.) will only be permitted within the confines of your booth.

You will be expected to keep the sound at reasonable volume, approximately that of a normal speaking voice, in order to avoid disturbing other exhibitors when operating sound reproduction equipment. We reserve the right to turn off the electric supply of any exhibitor who violates this rule.
You may distribute food or beverages from your booth, provided (a) you purchase the food or beverage only from the approved show caterer and (b) you provide trash receptacles and periodically clear trash in the vicinity of your booth generated as a result. No alcoholic beverages of any kind may be distributed from your booth. You are not permitted to cook food in your booth. We have the right to terminate distribution of food from your booth in the event your activity disturbs or infringes another exhibitor in any manner. Any surveys, questionnaires or promotion must take place within your assigned booth space.

No person shall carry or transport into the premises any beer or other alcoholic beverages except for delivery to the licensed retailer or same, located on the premises. All concessions, including but not limited to tobacco, food products, drinks, checkrooms, programs and novelties, are and shall remain the exclusive rights of the Convention Center. If any food or drinks are to be served by exhibitor, these items must be purchased from the official caterer.

Absolutely no alcoholic beverages may be consumed on the show floor or in your booth at any time, including move-in and move-out, unless it is purchased from the official caterer. If you are found to be in violation of this rule, you will be asked to leave the show and will not be permitted to tear-down your booth display until after the show has closed on Sunday at 4:00pm.

Copyrights, Royalties and Trademarks
You warrant that no music, literary or artistic work or other property protected by copyright will be performed, reproduced or used, nor will the name of any entity protected by trademark be reproduced or used during your use of the contracted space unless you have obtained written permission of the copyright or trademark holder (including payment of any and all licensing and/or performance fees, i.e. BMI, ADCAP, AFTRA/SAG fees). You agree to comply strictly with all laws respecting copyrights, royalties and trademarks and warrant that you will not infringe any related statutory, common law, or other right of any person during your use of the premises. You agree you will indemnify and hold the Center, HBP and their officers, agents, and employees harmless from all claims, losses and damages (including court costs and attorneys' fees) with respect to such copyright, royalty or trademark rights.

Lighting
The Log & Timber Home Show will be lit at work-light levels during set-up and tear-down, and at full lighting levels during show hours. We urge exhibitors who require low light conditions to build their exhibits accordingly.

Sharing of Space
Only one exhibitor may utilize a booth or booths. Sharing of space or transfer of right to use space in whole or in part is not permitted without our written permission.

Labor Regulations
The Convention Center is a Non-Union facility. However, all exhibitors must abide by all regulations in effect in the facility at the time of the show. Please see any special notices and forms about drayage and freight handling enclosed in this Service Manual. These services are typically at additional cost and will be your responsibility.

Arbitration
Any controversy or claim arising out of or relating to this contract or the breach thereof shall be settled by arbitration in Chantilly, Fairfax County, Virginia, in accordance with the Commercial Arbitration Rules of the American Arbitration Institute, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

Show Cancellation
HBP reserves the right to change the show dates, times or show site or to cancel if the show cannot be conducted for any reason beyond HBP's reasonable control; exercise of any such right will be by written notice to exhibitors.

Miscellaneous Regulations
We reserve the right to determine the eligibility of any company to exhibit. We reserve sole control over admission policies.

These regulations are established for the mutual protection of all. We reserve the right to make such changes in the time schedule or in general plan of the

exhibit as we may deem to be in the best interests of exhibitors and exhibit generally.

All exhibits must be open or have sufficient opening at the top of their structure/display in order to meet fire regulations.

Animals and pets are not permitted in the facility except in conjunction with an approved exhibit, display or performance legitimately requiring use of animals. Seeing-eye dogs or other service animals are permitted, however you must have appropriate paperwork on hand.

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. No helium balloons or tanks are permitted in the hall at any time. All packing containers, excelsior, and wrapping paper are to be removed form the floor and must not be stored under tables or behind displays. Muslin, velvet, silken or any cloth decorations must stand a flameproof test as prescribed by the ordinance of the convention city.

Please abide by facility rules regarding smoking, using designated areas only. Do not exit through or prop fire doors at any time.

State Fire Marshal's Requirements
The following are the state fire marshal's minimum fire safety requirements and shall be applied at all shows--trade, commercial or otherwise--and shall apply whether the exhibit is open or closed to the public.

The display and operation of any cooking or heat-producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases or any other process deemed hazardous by the state fire marshal's representative must have advance approval by the state fire marshal's representative. Any motor vehicles, gasoline-powered equipment, tools, etc. on display shall have their batteries disconnected. All fuel tanks that are not equipped with locking gas caps shall have the gas caps sealed with tape. All such fuel tanks shall be less that one-fourth full.

No parking of any vehicles, unless an approved part of your display, will be allowed in the building. Cars and trucks shall be removed immediately after loading or unloading. Decorations and displays shall not block or impede access to fire protection equipment (sprinklers, exit markings, exit doors or emergency lighting equipment).

During occupancy hours, aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency.

All electrical devices and installations shall be in accordance with the applicable provisions of the National Electrical Code. All devices must be listed by Underwriters Laboratories. Any electrical extension cords used shall be of the heavy-duty type. Lightweight cords of the lamp cord variety are prohibited and are subject to confiscation.

Amendments and Additional Regulations
Any issue not specifically covered by the foregoing terms and conditions shall be determined by HBP. HBP shall add to or amend the foregoing terms and conditions provided such changes are reasonable in nature and consistent with the purposes of the foregoing. Each exhibitor will be responsible for forwarding this information to the parties who will set up and/or staff the space.

Americans with Disabilities Act
Exhibitors are responsible for making their space accessible in accordance with the Americans with Disabilities Act.

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SHOW PAMPHLET LISTING & NAME BADGE REQUESTS

We request that you fax or email this form to us no later than **Wednesday, October 19th, 2011** in order for your company to be included in our show pamphlet and to provide enough time for pre-printing of any requested exhibitor badges.

SHOW PAMPHLET:

To ensure your company is properly listed in the show pamphlet, please provide the following information. If we do not receive your information by the deadline listed above, we will select the product category we believe best fits your company.

COMPANY NAME _____

(PLEASE PRINT NAME AS YOU WOULD LIKE IT LISTED)

CATEGORIES (CIRCLE ALL THAT APPLY)

Building Supplies & Products	Kitchen & Bath Appliances	Structural Insulated Panels
Doors & Windows	Lighting Products	Timber Frame/Post & Beam
Fasteners & Tools	Log Home Handcrafters	Wood Care & Restoration
Fireplaces & Hearths	Log Home Producer/Builder	
Flooring & Millwork	Mortgage & Finance	Other (please specify):
Foundations & Basements	Railings & Stairways	
Furniture & Décor	Real Estate & Land	_____
Green Products/Systems	Resorts & Tourism	
Kitchen Accessories	Spas & Saunas	

NAME BADGES:

If you would like name badges pre-printed, we request a list of people who will staff your booth so that we may create them in advance of the show. Your staff can pick up their badges at the Will Call desk and as always, any additions or changes can be made onsite.

(PLEASE PRINT ***CAREFULLY*** TO ENSURE CORRECT SPELLING ON NAME BADGES)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

FAX to (703) 222-3209 or EMAIL to dhartung@homebuyerpubs.com
Questions? Call DANA HARTUNG at (800) 826-3893 x2293

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WORKSHOP APPLICATION

GENERAL INFORMATION & APPLICATION REQUIREMENTS:

If your company is interested in presenting a workshop at the show, please complete this application and email it to dhartung@homebuyerpubs.com or fax it to **Dana Hartung** at **(703) 222-3209** no later than **Wednesday, October 19th, 2011**. To be eligible to present a workshop, your company must follow the **WORKSHOP REQUIREMENTS** outlined below:

- Submit a signed, dated and initialed *Exhibit Space Reservation and Contract*
- Pay for your exhibit space in full as per Contract requirements
- Provide a PowerPoint presentation to be loaded onto our company laptop

Please keep in mind that workshops presented are to be used for educational purposes only and cannot be "commercials" for your company or for any specific brand, product, service, etc., and be aware that we will enforce this.

WORKSHOP TOPIC RECOMMENDATIONS:

Below is a list of the topics most requested by our show attendees. We ask that you adhere to the general topic suggestions we have provided however, we will consider additional topics upon submission and review of this application form. We urge you to be creative with your presentation titles.

Log vs. Timber Homes-What's the Difference?
Build/Design Elements
Building Green
Choosing the Right Builder/General Contractor
Choosing Land
Log/Timber Home Care & Maintenance
Budgeting & Financing
Design & Décor

REQUIRED APPLICATION INFORMATION:

Please rank your preferences below (1=top choice, 2=second, 3=third)**.** We cannot guarantee your preferred day or time slot, but will do our best to accommodate your request. All workshop applications will be collected and reviewed. If selected, you will be informed of your workshop date & time via email approximately 2 weeks prior to the show.

Speaker's Name		**Speaker's Job Title**	
Company Name			
Phone		***EMAIL**	

*Email address is requested for workshop confirmations

Day:	____ Friday (45 min)	**Time of day:**	____ Morning
	____ Saturday (45 min)		____ Early afternoon
	____ Sunday (45 min)		____ Late afternoon

Title of proposed presentation:

Brief description of proposed presentation:

NOTE: The workshop area is located inside the exhibit hall and will remain brightly lit. A LAPTOP and LCD projector will be provided for your PowerPoint presentation. Please let us know if you request any other equipment in advance.

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DEMONSTRATION APPLICATION

If your company is interested in presenting a demonstration at this show, please complete the following information and email it to **dhartung@homebuyerpubs.com** or fax it to the attention of **Dana Hartung** at **(703) 222-3209** no later than **Wednesday, October 19th, 2011**.

To be assigned demonstration space and a time, your company must be approved by our team and you must:

- Submit a signed, dated and initialed *Exhibit Space Reservation and Contract*
- Pay for your exhibit space in full as per Contract requirements

Demonstrators are encouraged to be creative with their topic and title with the goal of teaching the general public. Demonstrations are considered to be "how-to" presentations. Please keep in mind that no audio-visual equipment will be available for this type of presentation. Demonstrators must focus only on their product or skill and must refrain from mentioning similar products or service providers in the market.

Please rank your preferences below (1=top choice, 2=second, 3=third**).** We cannot guarantee your preferred time, but will do our best to accommodate your request. You will be informed of your scheduled day & time via email approximately 2 weeks prior to the show.

Day:	**Time of day:**	***Approximate Length of time needed:**
____ Friday	____ Morning	_____
____ Saturday	____ Early afternoon	
____ Sunday	____ Late afternoon	

TO ENSURE THAT YOUR DEMONSTRATION IS PROPERLY LISTED IN THE SHOW PAMPHLET, THE FOLLOWING INFORMATION IS REQUIRED. PLEASE BE SURE TO FILL IN ALL INFORMATION.

Demonstration Topic/Title:
Brief description of demonstration:
Additional information (i.e. power*, white board, etc): **NOTE**: The demo area is located inside the exhibit hall and will remain brightly lit. *Basic power will be provided, however, please let us know if you will need additional amperage, etc. NO audio-visual equipment will be available.

Demonstrator's Name		**Demonstrator's Job Title**	
Company Name			
Phone		**EMAIL address***	

*Email address is requested for confirmations

The LOG & TIMBER HOME SHOW
Since 1995
WEST SPRINGFIELD

GUEST LIST REQUESTS

We encourage you to invite your customers to the show! Your first ten (10) guests are free. You may invite an unlimited number of additional guests for $7.50 each (50% off ticket price). You will be invoiced based on the number of guests who actually attend the event. Couples count as separate guests.

Please provide us with the names of your guests. Guests will need to check in at the Will Call desk when they arrive. There are ***NO*** physical guest passes mailed in advance. Your Guests will need to provide your company name in order to receive entry into the event and will be given a guest receipt to present at the entrance.

Please fax, email or mail this form to us **AT LEAST ONE WEEK PRIOR TO THE SHOW DATE**, If you miss this deadline, bring the list with you to the show and leave it at the Will Call desk. Changes or additions can be made at the Will Call desk at any time during the show.

We request that you print first and last names carefully**.** Feel free to attach additional sheets as necessary. Please DO NOT forget to include your company name.

COMPANY NAME: _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

EMAIL to dhartung@homebuyerpubs.com, FAX to (703) 222-3209
OR leave this form at the Will Call desk at the show
Questions? Call DANA HARTUNG at (800) 826-3893 x2293

The LOG & TIMBER HOME SHOW
Since 1995
WEST SPRINGFIELD

EASTERN STATES EXPOSITION
ELECTRICAL SERVICE ORDER FORM

COMPANY INFORMATION:

Name of Company: _____ Booth Number: _____

Company Address: _____

City/State: _____ Zip: _____

ELECTRICAL RATE SCHEDULE

Service Type	3-day Weekend Rate	Calculate Total
120 volt service	$75.00	$

PAYMENT INFORMATION:

Payment must accompany order (please check payment method)

☐ Check

☐ Charge (Visa, MasterCard, or American Express)

Credit Card #: _____CID#: _____ Exp date: _____

Name on card: _____Signature: _____

Please email, fax or mail your completed form along with your payment information NO LATER THAN **Wednesday, October 19th, 2011** to:

Dana Hartung, Events Coordinator
dhartung@homebuyerpubs.com
Fax: (703) 222-3209
Home Buyer Publications, Inc.
4125 Lafayette Center Dr., Suite 100
Chantilly, VA 20151

The Log and Timber Home Show
Eastern States Exposition-Young Building
West Springfield, MA
November 4-6, 2011

TO ALL EXHIBITORS:

We are pleased to inform you that *SER exposition services* has been selected by **The Log and Timber Home Show** to serve as your Official Service Contractor.

Exhibitors have three ways to order additional exhibitor materials and to access facility policies, procedures and utility forms:

1. ***Order all your materials online through our secure server.***
   To order online go to our website at ***serexpo.com*** and click the gold "Order Online" link in the lower right hand corner. If you agree with the terms and conditions proceed by entering your Show ID Number. Then enter your case sensitive password.

   Your Show ID Number and Password are:
   Show ID Number: 11042011A Password: uvghkaqg
   Online Ordering will not be available for this show after October 26, 2011.

2. ***Fax or Mail order forms by downloading your Exhibitor Services Manual from our website.***
   If you do not feel comfortable ordering online you may download your Exhibitor Services Manual and fax or mail the forms to *SER exposition services* directly. You will be downloading a .pdf file and you must have Adobe Acrobat Reader to read this file. You will be able to download Adobe Acrobat Reader from our website.

   To download your Exhibitor Services Manual go to our website at ***serexpo.com*** and click the gold "Order Online" link in the lower right hand corner. If you agree with the terms and conditions proceed by entering your Show ID Number. Then enter your case sensitive password.

   Your Show ID Number and Password are:
   Show ID Number: 11042011A Password: uvghkaqg
   Online Ordering will not be available for this show after October 26, 2011.

3. ***If you do not have or have limited Internet capabilities***
   Please contact us at 508-757-3397 to have an Exhibitor Services Manual faxed, emailed or mailed to you.

If you have any questions during your ordering process please visit the FAQ's page. If you cannot find your answer here, please call us at 508-757-3397.
ALL ORDERS AND PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011.

SER exposition services

35B New Street
Worcester, MA 01605
(508) 757-3397
(508) 757-9136 (Fax)
serexpo.com

The Log and Timber Home Show
Eastern States Exposition-Young Building
West Springfield, MA
November 4-6, 2011

TO ALL EXHIBITORS:

We are pleased to inform you that *SER exposition services* has been selected by The Log and Timber Home Show to serve as your Official Service Contractor.

BOOTH EQUIPMENT: Each booth will be set with an 8' high back wall, 3' high side rails and one 7" x 44" Exhibitor ID sign with booth number.

SHOW COLORS: **Burgundy**

BOOTH SIZE: **Varies**

EXHIBIT HALL CARPETED: **No**

EXHIBITOR MOVE-IN: **Wednesday, November 2, 2011, from 10:00 AM to 6:00 PM**
(Structures; 20 x 20 and larger booths only;
Drive-in vehicle access 10:00 AM to 4:00 PM only)

Thursday, November 3, 2011, from 8:00 am to 8:00 PM
(All booths; ALL VEHICLES MUST BE OFF THE SHOW FLOOR BY 4 p.m.
Please keep in mind that driving onto the show floor will become more difficult as the day progresses)

SHOW HOURS: **Friday, November 4, 2011, from 11:00 AM to 6:00 PM**
Saturday, November 5, 2011, from 10:00 AM to 6:00 PM
Sunday, November 6, 2011, from 10:00 AM to 4:00 PM

EXHIBITOR MOVE-OUT: **Sunday, November 6, 2011, from 4:00 PM to 11:59 PM**
Monday, November 7, 2011, from 8:00 AM to 12:00 PM
ALL CARRIERS MUST CHECK IN BY 10:00 AM ON MONDAY, NOVEMBER 7, 2011

SHIPPING: **ADVANCE RECEIVING AT THE WAREHOUSE:**
SER exposition services will accept crated, boxed or skidded materials beginning thirty (30) days prior to show set-up date.

DIRECT SHIPMENTS TO EXHIBIT FACILITY:
SER exposition services will receive shipments at the exhibit facility beginning on move-in day only. Shipments sent directly to the Eastern States Exposition-Young Building earlier than move-in day **will be refused**.

For additional information, please refer to the “Material Handling Information/Rate Schedule” form within the Exhibitor Services Manual.

SAFETY: Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. *SER exposition services* cannot be responsible for injuries from falls caused by the improper use of this furniture.

For services other than what is included in your booth, please see our show service order forms within the Exhibitor Services Manual. **ALL ORDERS AND PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011.** *A credit card on file with SER exposition services is required for all exhibitor orders*. Please include 6.25% MA Sales and Use Tax. If you need assistance, additional information or special services, please contact us at (508)757-3397 or fax (508)757-9136. **You may also find answers to your questions by visiting our website at serexpo.com.**

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RECAP OF SERVICES ORDERED

This form must be returned to *SER exposition services* with your completed order forms and payment in full by OCTOBER 26, 2011.

FURNITURE AND BOOTH ACCESSORIES ORDER……$_____
ADVANCE LABOR ORDER……$_____
ESTIMATED MATERIAL HANDLING ORDER (two cwt minimum)……..$_____
CUSTOM GRAPHICS ORDER……$_____
MODULAR EXHIBIT ORDER……$_____
MISCELLANEOUS/OTHER……$_____

TOTAL ESTIMATED CHARGES……$_____

ENCLOSE CHECK OR MONEY ORDER PAYABLE TO: *SER EXPOSITION SERVICES*

Payment by company check: Checks must be drawn on a US bank, in US funds only. Please reference The Log and Timber Home Show. Purchase orders are not considered payment. **Tax Exempt:** If you are exempt from paying sales tax, you must forward a tax exemption certificate from the state the services are to be rendered.

Check number_____ dated _____in the amount of $_____

A CREDIT CARD ON FILE IS REQUIRED FOR ALL EXHIBITOR ORDERS.

I authorize *SER exposition services* to charge any additional amounts incurred by either my show representative or myself, including material handling and labor charges. If credit card is declined, a $25.00 service charge will be added.

Please print clearly the following information:

Cardholder Name_____ Cardholder signature_____

Billing Address_____ City _____ State_____ Zip_____

☐ American Express ☐ Discover ☐ Visa ☐ MasterCard

																	Exp Date:	Sec. Code*

*Amex 4 digit, MC/Visa/Disc 3 digit

Orders received without full payment or credit card information will NOT be processed. All adjustments to charges are to be made at Eastern States Exposition-Young Building, NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. If requesting a receipt, please allow seven (7) business days after the close of the show.

The following information is required for all orders:

Company Name_____Booth #_____
Contact name _____Signature_____
Address_____City/State_____Zip _____
Phone_____Fax_____
Email Address_____ Date_____

By signing this form, exhibitor agrees to all terms and conditions set forth within this Exhibitor Services Manual.

Complete Order Form - Mail to:

SER exposition services

35B New Street
Worcester, MA 01605
(508) 757-3397
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The Log and Timber Home Show
Eastern States Exposition-Young Building
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THIRD PARTY AUTHORIZATION/BILLING

Exhibiting Company Name_____ Booth No._____

Address_____ Telephone _____

City / State_____Zip_____Date_____

Authorized By_____Signature_____
(Print Name)

ITEMS TO BE BILLED TO THIRD PARTY: (MUST BE COMPLETED)

"WE UNDERSTAND AND AGREE THAT WE, THE COMPANY NAME, ARE PRIMARILY RESPONSIBLE FOR PAYMENT OF CHARGES AND AGREE TO BE BOUND BY ALL TERMS AND CONDITIONS AS DESCRIBED IN THE TERMS AND CONDITIONS SECTION OF THIS SERVICES MANUAL. IN THE EVENT THE NAMED THIRD PARTY DOES NOT DISCHARGE PAYMENT OF THE INVOICE PRIOR TO THE LAST DAY OF THE SHOW, CHARGES WILL REVERT BACK TO THE EXHIBITING COMPANY. ALL INVOICES ARE DUE AND PAYABLE UPON RECEIPT, BY EITHER PARTY. THE ITEMS CHECKED BELOW ARE TO BE INVOICED TO THE THIRD PARTY."

____ All Services
____ Drayage/Material Handling/In & Out
____ Booth Cleaning
____ Signs
_____ Furniture Rental and Carpet
_____ Floral
_____ Installation & Dismantle Labor/Supervision
_____ Other (Specify)

Your signature below denotes acceptance of all terms and conditions included in this Exhibitor Services Manual.

EXHIBITING COMPANY INFORMATION

Company Name _____

Authorized Signature _____

Date_____

THIRD PARTY AGENT:

Charge to: ☐ American Express ☐ Discover ☐ Visa ☐ MasterCard

																	Exp Date:	Sec. Code*

*Amex 4 digit, MC/Visa/Disc 3 digit

Cardholder Name_____ Cardholder Signature_____

Billing Address_____ City _____ State_____ Zip_____

Third Party Company Name_____

Third Party Billing Address_____City_____State_____Zip_____

Phone _____Fax_____

FURNITURE & BOOTH ACCESSORIES ORDER FORM

Complete Order Form - Mail to:

SER exposition services

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RENTAL of special booth furnishings listed below are for use during the show and INCLUDE delivery to and removal from the Booth.

ALL ORDERS & PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011

TABLES

Qty	UNSKIRTED 30" HIGH	Discount Price	Regular Price	Subtotal
	2' x 4'	33.80	48.20	
	2' x 6'	41.30	58.95	
	2' x 8'	48.80	69.10	
	30" Round Tables	44.50	57.90	
	40" Extension Legs Set	14.00	17.20	
	Ln ft of white Vinyl Covering	1.90	2.70	
	SKIRTED TABLE 30" HIGH - VINYL TOP - SKIRT 3 SIDES			
	2' x 4'	74.45	96.40	
	2' x 6'**	90.00	117.85	
	2' x 8'**	106.50	138.20	
	30" Round Tables (Skirted all around)	80.35	104.45	
	SKIRTED TABLE 40" HIGH - VINYL TOP - SKIRT 3 SIDES			
	2' x 4'	88.40	114.90	
	2' x 6'**	106.50	137.95	
	2' x 8'**	116.80	151.85	
	30" Round Tables	99.10	128.80	
	SPECIAL DRAPERY/SKIRTING			
	Ft of 8' high drape per linear foot	10.75	13.65	
	Ft of 3' high drape per linear foot	8.90	11.55	
	Table Skirt Only	26.80	37.50	
	Order 4th Side skirting **Draped on 3 sides only	26.80	37.50	

Circle Skirt/Drapery Color: White - Blue - Navy Blue - Red - Dusty Rose - Burgundy - Black - Silver - Teal - Green - Gold - Plum - Violet - Terracotta - Beige

TABLE TOP RISERS VINYL TOP - SKIRT 3 SIDES

	One Step 10" x 4'**	64.80	83.30	
	Two Step 20" x 4'**	126.90	165.60	
	One Step 10" x 6'**	76.55	88.25	
	Two Step 20" x 6'**	150.50	195.15	
	Order 4th Side skirting **Draped on 3 sides only	5.25	8.40	

Circle Skirt Color: White - Blue - Red

QTY	FURNITURE & ACCESSORIES	Discount Price	Regular Price	Subtotal
	Folding Chairs	12.90	16.75	
	Upholstered Arm Chair	54.65	71.05	
	Upholstered Side Chair	47.15	61.30	
	Upholstered Stool with back	58.95	76.65	
	Wastebasket (7 Gallon)	14.50	18.85	
	Tripod Display Easels	29.45	38.30	
	Chrome Stanchion Post	70.78	92.00	
	Velour Cord 8' Length	35.40	46.00	
	Garment Rack	58.10	**Advance Only**	
	Bag Rack	57.70		
	Literature Rack	88.00		
	4' x 8' Posterboard Double Sided	187.45		
	Park Bench	157.50		

STANDARD CARPET

	9' x 10' Carpet	118.00	153.00	
	9' x 20' Carpet	236.00	305.00	
	9' x 30' Carpet	353.00	457.00	
	9' x 40' Carpet	471.00	609.00	
	Custom Size Carpet* Enter Size _____ x _____	2.70 Per sq ft	3.00 Per sq ft	
	Carpet Padding Enter Size _____ x _____	1.10 Per sq ft	1.30 Per sq ft	
	Front Rug Taping Enter Booth Width _____	$0.90 Per lin ft	$0.95 Per lin ft	

*Price includes cutting, laying and taping seams and front edges.

Circle Carpet Color:
Red Black Gray Green Plum Blue Burgundy Teal Violet

TOTAL ORDER:
Subtotal……$_____
6.25% MA Tax …… $_____
Total Due……$_____

ALL ORDERS & PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011

Company Name _____ **Booth number**_____

Address_____ **City**_____ **State**_____ **Zip**_____

Contact Person_____ **Phone**_____ **Fax**_____

Signature_____ **Date** _____

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at Eastern States Exposition-Young Building. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW.■ Discount prices are only available on or before October 26, 2011.■ Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of *SER exposition services*.

SER118

SER exposition services
35B New Street
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The Log and Timber Home Show
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Grid Walls and Accessories

Grid wall has become one of the industry's most popular and versatile ways to utilize both the wall mounted application and the free standing display. It is a lightweight, durable fixture, constructed of 1/4 inch thick wire spaced 3 inches on center. Grid wall is available in chrome.

Cost includes delivery, set-up and tear down of selected rental unit.

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY OCTOBER 19, 2011 TO QUALIFY FOR ABOVE PRICING.
LATE ORDERS...ADD 30% and are subject to availability.



2' x 8' Grid Sections

Grid connectors included with each attached section.

Please include total number of connectors needed

$41.00 each

ORDER TOTAL

Grid Sections _____ @ $41.00 each $_____

Grid Connectors 3 per 2 sections @ No Charge_____

T-Base legs _____ @ $31.00 per set $_____

Square 12" Face Out ____@ $7.00 each $_____

Waterfall Ball Hooks _____ @ $7.00 each $_____

Sub Total $_____

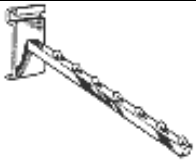
6.25% MA Tax $_____

Order Total $_____

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY **OCTOBER 19, 2011** TO QUALIFY FOR ABOVE PRICING.
LATE ORDERS...ADD 30% and are subject to availability**.**



T-Base legs
Set of Two $31.00 per set



Waterfall Ball Hooks
$7.00 each

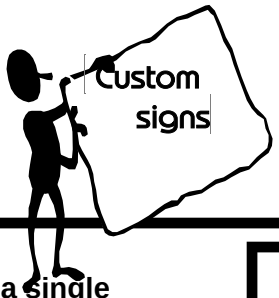


Square 12" Face Out
$7.00 each

COMPANY		BOOTH NUMBER	
ADDRESS	CITY	STATE	ZIP
AUTHORIZED NAME	TELEPHONE NUMBER	FAX NUMBER	

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at Eastern States Exposition-Young Building. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW.■ Discount prices are only available or before date.■ Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event.■ Equipment is on a rental basis and remains the property of *SER exposition services*.

Complete Order Form - Mail to:
SER exposition services
35B New Street
Worcester, MA 01605
508-757-3397 508-757-9136 Fax



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PRICING/ORDER FORM

The following prices are based on a single color of text, 20 words or less, on white stock.

_____	**7" x 11"**	**$28.60**	**$_____**
_____	**7" x 44"**	**$33.70**	**$_____**
_____	**9" x 44"**	**$36.75**	**$_____**
_____	**11" x 14"**	**$38.80**	**$_____**
_____	**14" x 44"**	**$42.85**	**$_____**
_____	**22" x 28"**	**$66.30**	**$_____**
_____	**28" x 44"**	**$86.70**	**$_____**
_____	**24" x 36"**	**$88.75**	**$_____**
_____	**36" x 48"**	**$95.90**	**$_____**
_____	**Cardboard Easels**	**$6.15 each**	**$_____**
_____	**Additional Words**	**$1.55 each**	**$_____**
_____	**Multi-colored Text**	**$8.20 per additional color**	**$_____**
_____	**Directional Arrow (Velcro)**	**$4.35 each**	**$_____**
_____	**Border (one color)**	**$12.25**	**$_____**
	Choose Color_____		
_____	**Logo***	**$51.00**	**$_____**
	One time set-up fee		
_____	**Logo*, B & W**	**$20.40**	**$_____**
_____	**Logo*, Color**	**$30.60**	**$_____**

***Logo must be provided by exhibitor**

SUBTOTAL	***$_____***
6.25% MA Tax	***$_____***
TOTAL	***$_____***

ORDERS RECEIVED AFTER **OCTOBER 19, 2011** WILL BE CHARGED AN ADDITIONAL 50% OF ABOVE PRICES.

ANY ORDERS RECEIVED LESS THAN FOURTEEN (14) DAYS PRIOR TO SHOW DATE CANNOT BE GUARANTEED. PLEASE CALL FOR DETAILS.

OPTIONS

Substrate **oCardstock oFoamcore**

Text Color **oBlack oDark Green oBlue oTeal oRed oYellow**
Call for other colors

Layout
OHorizontal **O Vertical**

O Use SER judgment to choose layout

Font_____

SIGN COPY

(attach separate sheet if you prefer)

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Our full service Graphics Department can assist you with all graphic needs, making your exhibit stand out from the crowd! Call or email Customer Service at exhibitorservices*@serexpo.com* with your questions and comments. We will be happy to work with you!
Email your graphics files to *graphics@serexpo.com*. We accept PC based files formatted as: *.tiff, *.pdf, *.eps (Illustrator), *.jpg, or *.bmp. Questions? Please call.

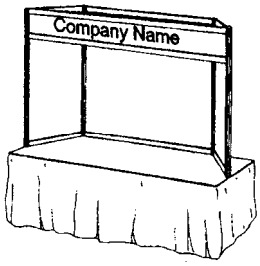
Company Name_____Booth #_____
Address_____City/State_____Zip _____
Signature_____Date_____
Phone_____Fax_____

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MODULAR RENTAL EXHIBITS

☐ TABLETOP

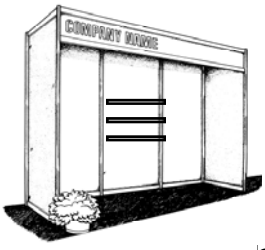


$525.00

INCLUDES
- •Labor to install and dismantle
- •6' skirted table
- •Header with your company name
- •Choice of backwall panels

Lighting not included

☐ 10' BACKWALL

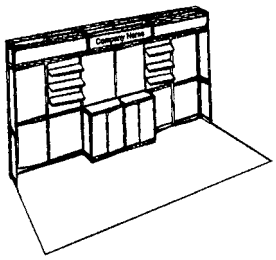


$1250.00

INCLUDES
- •Labor to install and dismantle
- •Header with your company name
- •Choice of backwall panels
- •Three 39" shelves
- •Choice of carpet color

Lighting not included

☐ 20' BACKWALL



INCLUDES $2500.00
- •Labor to install and dismantle
- •Header with your company name
- •Choice of backwall panels
- •Six 39" shelves, plus two display counters
- •Choice of carpet color

Lighting not included

CHOOSE YOUR BACKWALL
Blue Velcro____White Hardwall_____Pegboard_____

CHOOSE YOUR CARPET COLOR
(10' & 20' EXHIBITS ONLY)
Blue___Red___Green___Teal___
Grey___Plum___Burgundy___ Violet___

INDICATE YOUR HEADER COPY
Includes text in black block lettering. Special graphics and logos available-please send us your specifications for a price quote.

ADDITIONAL SHELVES (39") ____***@ $21.00 each***

ADDITIONAL DISPLAY COUNTERS
(39"X40"X18") ____***@ $250.00 each***

LIGHTING FIXTURES ____ ***$100.00 (TABLETOP)***
____ ***$100.00 (10' DISPLAY)***
____ ***$200.00 (20' DISPLAY)***

(NOTE! Above prices are for fixtures only, electrical power must be ordered separately.)

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY **OCTOBER 19, 2011** TO QUALIFY FOR ABOVE PRICING.
LATE ORDERS...ADD 30%.

EXHIBIT COST $_____
OPTIONS $_____
6.25% MA TAX $_____
TOTAL $_____

COMPANY_____ Booth #_____

ADDRESS_____

CITY/STATE_____ZIP_____

TELEPHONE_____

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November 4-6, 2011

MATERIAL HANDLING INFORMATION/RATE SCHEDULE

SHIPMENTS TO WAREHOUSE: *SER exposition services* will receive crated, boxed or skidded shipments at SER warehouse and will provide 30 days storage prior to show, delivery to booth, storage of empty packing materials and return of out-bound shipment from booth to loading dock. The warehouse will receive shipments Monday through Friday from 8:00 AM to 4:30 PM (except holidays).
All rates are per hundred weight (cwt) and rounded off to the next cwt, 200 lbs. minimum per shipment, taken from the Bill of Lading and subject to reweighing by *SER exposition services*.

Example 2400 pounds = 24 cwt's x $$$$ per cwt = material handling charge.

The charge for this service will be _____pounds = _____ cwt's (round to next cwt) x $67.00 per cwt = $_____.
There is a minimum charge $134.00.

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**
ARRIVAL ON or BEFORE: OCTOBER 26, 2011
THE LOG AND TIMBER HOME SHOW:
C/O *SER exposition services*
35B New Street
Worcester, MA 01605

SHIPMENTS DIRECT TO EASTERN STATES EXPOSITION-YOUNG BUILDING: *SER exposition services* will receive shipments at Eastern States Exposition-Young Building **only during scheduled exhibitor move-in.** Includes delivery to booth, storage of empty packing materials and return of outbound shipment from booth to loading dock. **All rates are per hundred weight (cwt) and rounded off to the next cwt, 200 lbs. minimum per shipment, taken from the Bill of Lading and subject to reweighing by *SER exposition services*.**

The charge for this service will be _____pounds = _____ cwt's (round to next cwt) x $62.00 per cwt = $_____.
There is a minimum charge of $124.00.

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**
ARRIVAL ONLY ON: NOVEMBER 2-3, 2011
THE LOG AND TIMBER HOME SHOW:
C/O *SER exposition services*
Eastern States Exposition-Young Building
1305 Memorial Avenue
West Springfield, MA 01089

All common carriers, van line or air freight charges are the sole responsibility of the exhibiting company.

Rates are based on incoming weight only, whether the above services are used completely or in part. All weights are taken from INBOUND BILL-OF-LADING **and subject to reweighing by *SER exposition services*.** Shipments arriving without a bill-of-lading will be assigned a weight by *SER exposition services*.

SPECIAL HANDLING Uncrated, unskidded or unwrapped shipments, non-standard carriers (including UPS and FedEx), or crated shipments that require special handling will be charged an additional **30%** to above rates.

OVERTIME hours are Monday through Friday, before 8:00 AM and after 4:30 PM; anytime Saturday, Sunday and observed holidays; any outbound shipments where driver has not checked in before 3:30 PM; additionally, when warehouse freight is moved into or out of exhibit site on overtime. All handling performed on overtime will be charged an additional **30%** each way.

LATE DELIVERY: Shipments received at the warehouse less than one week prior to show move-in day will be charged an additional **$7.00 per cwt, $50.00 minimum.** Deliveries made to the warehouse after exhibitor move-in has started will be billed an additional charge for delivery to Eastern States Exposition-Young Building.

RETURN TO WAREHOUSE: Shipments returned to SER warehouse at close of show for reforwarding or storage will be charged an additional **$10.00 per cwt, $75.00 minimum.**

SPECIAL SERVICES AND RATES Steel banding or shrink wrap for the packaging of displays and equipment is available through *SER exposition services* at prevailing rates. This service must be ordered in advance by October 26, 2011.

LIABILITIES: The terms and conditions of *SER exposition services* Liability and Insurance Bulletin apply to all shipments. Shipments made according to the above instructions shall constitute acceptance by the exhibitor of said limits.

SHIPMENTS ARRIVING WITHOUT ADVANCE WRITTEN ORDER will automatically be handled and charged as described herein and the consignment or delivery of a shipment to *SER exposition services* by an exhibitor (and/or other shipper acting on behalf of an exhibitor) shall be construed as an acceptance of the terms and conditions set forth herein.

END OF SHOW Outbound bills of lading must be filled out and returned to the Exhibitor Service Desk. If designated carriers are to be used, the exhibitor must make those arrangements directly with the carrier. If designated carrier fails to arrive at Eastern States Exposition-Young Building during the required time frame, shipment will be reconsigned to house carrier. If no return information is provided, freight will be returned to warehouse and storage charges will be applied.

ABANDONED EXHIBIT MATERIALS AT CLOSE OF SHOW left without reforwarding instructions will be shipped out or returned to our warehouse at the discretion of *SER exposition services*. Exhibitors whose freight is returned to the warehouse will be contacted by *SER exposition services*. NO LIABILITY WILL BE ASSUMED AS A RESULT OF SUCH RE-ROUTING OR HANDLING.

LIABILITY AND INSURANCE BULLETIN

SER exposition services shall not be responsible for damage to uncrated materials improperly packed or concealed damage.

SER exposition services shall not be responsible for loss, theft or disappearance of exhibitor's material after same have been delivered to the exhibitor's booth.

SER exposition services shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show. Bills of lading covering outgoing shipments which are furnished to *SER exposition services* by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

SER exposition services shall not be responsible for loss, damage or delay due to fire, Act of God, strikes, lockouts or work stoppages of any kind or to any causes beyond its control.

DAMAGE TO SHIPMENTS: *SER exposition services* liability shall be limited to the physical loss or damage to the specific article which is lost or damaged and in any event *SER exposition services*' maximum liability shall be limited to $0.30 per pound, maximum $50.00 per claim. *SER exposition services* shall not be liable to any extent whatsoever, for any actual, potential or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

INSURANCE

It is understood that *SER exposition services* is not an insurer, that insurance, if any, should be obtained by the exhibitor. It is suggested that exhibitors arrange all risk coverage. This can be done by endorsements to existing policies. Exhibitor's materials should be insured from the time that they leave their firm until they are returned after the close of the Show. The consignment or delivery of a shipment to *SER exposition services* by an exhibitor, or by any shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this Bulletin.

SER exposition services
35B New Street
Worcester, MA 01605
(508) 757-3397
(508) 757-9136 (Fax)

The Log and Timber Home Show
Eastern States Exposition-Young Building
West Springfield, MA
November 4-6, 2011

MATERIAL HANDLING ORDER FORM

INBOUND SHIPMENTS
Complete this order form and return promptly to *SER exposition services*. **All shipments must be prepaid** and should be shipped to arrive at our warehouse no later than one week prior to the initial installation date to avoid late delivery charges. **Late shipments** are subject to additional handling and delivery charges. **Direct shipments** sent directly to Eastern States Exposition-Young Building will be received ***only on the day of exhibitor move-in***. Shipments sent to the **Eastern States Exposition-Young Building** prior to exhibitor set up **will be refused.**

ALL MATERIAL HANDLING CHARGES MUST BE PREPAID PRIOR TO SHOW OPENING
Collect Shipments will not be accepted
ALL ORDERS & PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011

We will be shipping to warehouse _____ We will be shipping direct _____

Shipped from: _____ Carrier: _____

Date Shipped: _____ PRO#/Tracking #_____

Description: _____ Arrival Date: _____

of pieces: _____ Estimated total weight _____

This authorization must be completed below and sent to *SER exposition services* before shipments can be handled.

All orders are subject to the Liability and Insurance Bulletin and the terms and conditions as set forth on page 2 of the Material handling Information/Rate Schedule.

Company Name: _____Booth #_____

Company Address:_____City/State:_____ Zip:_____

Show Representative_____Telephone:_____

Authorized Signature:_____Date:_____

OUTBOUND SHIPMENTS: All freight will be shipped common carrier, collect at the close of the show. If you want to ship your freight by any other means, it will be your responsibility to make ALL arrangements. Freight being handled by an outside carrier **MUST BE** picked up at break of show during the specified times.

CHECK appropriate arrangement:

- ☐ Freight arrangements will be handled by *SER exposition services*, common carrier, collect.
- ☐ Freight arrangements will be handled by exhibitor. ☐Van Line ☐Air Freight ☐Other_____
- ☐ Steel banding at $1.10 per linear foot, including labor. $50.00 MINIMUM (Put on Recap of Services Form)
- ☐ Shrink wrap at $25.25 per skid _____ # x $25.25 = _____ (Put on Recap of Services Form)

IMPORTANT: Whether you are shipping common carrier or other means, you must complete a Bill of Lading and return it to the *SER exposition services*. Also, please have all freight properly secured and **LABELED.**

100% OF ESTIMATED CHARGES MUST BE REMITTED WITH ORDER

RUSH

TO:

_____
Company Name-Booth Number

THE LOG AND TIMBER HOME SHOW
c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

RUSH

TO:

_____
Company Name-Booth Number

THE LOG AND TIMBER HOME SHOW
c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

RUSH

TO:

_____
Company Name-Booth Number

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c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

RUSH

TO:

_____
Company Name-Booth Number

THE LOG AND TIMBER HOME SHOW
c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

RUSH

TO:

_____
Company Name-Booth Number

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c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

RUSH

TO:

_____
Company Name-Booth Number

THE LOG AND TIMBER HOME SHOW
c/o *SER exposition services*
35B New Street
Worcester, MA 01605

Carrier _____
Number _____ of _____ Pieces

SER exposition services

SER exposition services
35B New Street
Worcester, MA 01605
(508) 757-3397
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The Log and Timber Home Show
Eastern States Exposition-Young Building
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November 4-6, 2011

ADVANCE LABOR ORDER FORM

STRAIGHT TIME RATES: $68.00 per man-hour
8:00 AM to 4:30 PM weekdays
OVERTIME RATES: $102.00 per man-hour
Before 8:00 AM and after 4:30 PM weekdays and all hours Saturday, Sunday and Holidays

ALL ORDERS & PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011
ONE-HOUR MINIMUM CHARGE PER MAN. LABOR THEREAFTER IS CHARGED IN 1/2 HOUR INCREMENTS. LATE AND FLOOR ORDERS ADD 30%

Advance Labor Order Date Time #Laborers Requested # of Hours per man

Labor to Set Up _____

Labor to Dismantle _____

Special Requirements _____

SUPERVISION OF ALL LABOR IS REQUIRED. PLEASE INDICATE SUPERVISION PLAN:

☐ Plan A - Exhibitor Supervision

All work is performed under the supervision of the Exhibitor. Starting time can be guaranteed only in those instances where men are requested for the start of the working day, 8:00 AM. One-hour minimum charge per man if not canceled with 24-hour notice**.** One-hour minimum charge per laborer for failure to check-in at specified time. **The exhibitor representative must CHECK-IN at the *SER exposition services* service desk to pick-up labor ordered and must CHECK OUT labor at the *SER exposition services* service desk upon completion of the work. *SER exposition services* is not allowed to proceed without exhibitor representative.**

_____ _____
Name Company

☐ Plan B - *SER exposition services* Installation and Dismantle Supervision without exhibitor present.

All work is done under the direction of *SER exposition services* personnel. Our charge for this service is 30% of your total labor bill. ($45.00 minimum).

☐***SER exposition services* is authorized to set-up exhibit.** ☐***SER exposition services* is authorized to dismantle exhibit.**

***** In order to complete the work without your representative present, we must have set-up instructions! We must also have a outbound bill of lading provided and/or turned into the *SER exposition services* Exhibitor Service Desk.**

BOOTH NO._____

COMPANY NAME_____ TELEPHONE: _____

COMPANY ADDRESS_____ FAX: _____

CITY/STATE_____ZIP_____DATE_____

AUTHORIZED BY_____SIGNATURE_____

100% OF ESTIMATED CHARGES MUST BE REMITTED WITH ORDER

SER exposition services
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Worcester, MA 01605
(508) 757-3397
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serexpo.com

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CLEANING

Cleaning your booth, vacuuming, emptying of wastebaskets, etc., is not included in your space rental for this convention. If you require booth cleaning, you must contract for it by using this form.

There is a minimum requirement of 100 square feet.

	RATE
Vacuuming and general cleaning - one time, beginning of show only	$0.25 per sq. ft.____
Vacuum and general clean – daily- THREE Day Minimum Charge	$0.20 per sq. ft._____

_____ sq. ft. at $_____ x _____ # days = _____

ALL ORDERS & PAYMENT MUST BE RECEIVED BY OCTOBER 26, 2011
LATE ORDERS AND FLOOR ORDERS ADD 30%

LIABILITY: The terms and conditions of *SER exposition services* Insurance and Liability form apply to all labor and services.

COMPANY NAME_____ BOOTH #_____

COMPANY ADDRESS_____

CITY/STATE_____ZIP_____

AUTHORIZED BY_____

TELEPHONE # _____

FULL PAYMENT MUST BE INCLUDED WITH ORDER

Wavespan Communications

Welcomes

Eastern States Exposition

2011 Exhibitors



PROVIDING WIRELESS INTERNET and DSL ACCESS

Wavespan the exclusive provider of wireless internet and DSL service to the ESE Grounds offers the following

1 – 4 DAY SHOWS
$ 6.99 – per Hour for wireless

$12.99 – per Day for wireless

$34.99 – 2011 Show Price for wireless

DSL Service - $234.99 Show Price

5 – 6 DAY SHOWS
$ 6.99 – per Hour for wireless

$12.99 – per Day for wireless

$54.99 – 2011 Show Price for wireless

DSL Service - $254.99 Show Price

Wavespan Communications hot spots are accessible throughout most of the Eastern States Exposition Grounds including the coliseum. Our hot spots run on the popular 802.11b-g Wi-Fi wireless platform from your laptop or PDA by clicking on your internet browser icon. Connection speeds range from 512 – 768kb/s.

Getting connected is simple! Click your wireless icon and select **"Big E Hot Spot"** from the available wireless networks list. Sign up for the session's duration to suit your needs, and pay with a major credit card. Wavespan's on-line payment program uses an SSL encrypted portal for a secure transaction. We accept Visa, Master Card and American Express at log on.

For More Information or Technical Support, Call: Wavespan Communications, Inc.
413-315-0928

Recommended Requirements:
Windows XP service Pack 2 or above. Apple users, Apple OS X or above.
If your computer is operating on any system below Windows XP (such as 95, 98, NT, 2000, ME) be sure your Windows Updates from Microsoft are current and up to date which will improve compatibility with our Wi-Fi network.